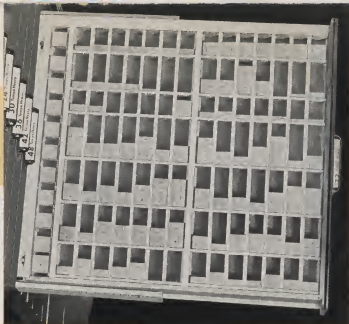




The 30-draw steel Universal Matrix Cabinet with right-hand gull cases, finished in olive-green enamel

The New Ludlow Universal Matrix Cabinet



Front of 1 1/4-inch roman matrices. From this position 60-point and larger matrices can be set with surprising ease. Note the matrices resting on wide brass-tipped vertical partitions, and the roller bearing slide extending the full length of the case along the top and bottom edges.



Front of 1 1/4-inch italic matrices. Italic filler blocks are also shown. Note bars, and also in roman case, the eleven additional sections for large advertising figure matrices; note also the superior H

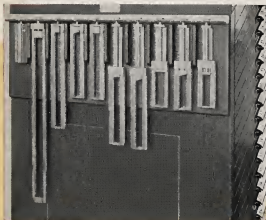
Features of the Ludlow U

Advertisers and users of printing are demanding larger display type. Not so many years ago almost all display composition stopped at 36-point, with a few occasional lines set in 48-point. The demands today are different. With the wealth of well-designed Ludlow typefaces available in the larger point-sizes, more advertisers and printers are specifying them and using these large typefaces for greater effectiveness. Newspapers want better-designed faces for streamer heads that will stand up under dry matting, and the Ludlow provides them in economical all-slug composition. Typefaces in the large point-sizes are daily finding wider use in modern display advertising.

The new Ludlow Universal Matrix Cabinet has been designed to facilitate handling of Ludlow matrices of the larger point-sizes, and to provide cases with increased matrix-holding capacity. It can be provided with either 1 1/4-inch or 3/4-inch matrix cases, or both, and any roman case may easily be changed to italic by inserting italic filler blocks. The 20-case steel universal matrix cabinet, made in right or left-hand pull styles, is substantially built throughout (to carry the heavier load resulting from enlargement of the cases.)

Matrix boxes of universal cabinet cases for the 1 1/4-inch matrices are wide and deep, permitting these matrices to stack in the boxes in the usual cross-wise position. 1 1/4-inch matrices rest and slide on brass-tipped vertical partitions, which act as rails under the ears of the matrices. Universal cabinet cases for 1 1/4-inch matrices hold approximately twice as many matrices as do the 1 1/4-inch cases of the standard cabinet.

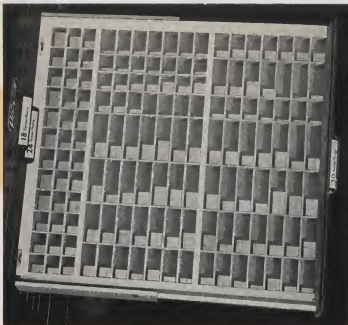
A long vertical channel, shown in detail on the back page, extends the full depth of the case along the inner side of the 1 1/4-inch matrix case. This channel may be divided by inserting readily-removable cross-partitions into as many as



Stick rack holding ten Ludlow sticks



Prevent matrices from binding on sides of the boxes. Sorts boxes along the inner side of the case, filled with prior figure matrices in the boxes at the top of the case.



Front of $\frac{3}{4}$ -inch roman matrices in universal cabinet case filled with wooden partitions. Italic filler blocks may be used to convert this case into case for holding italic matrices. Note increased capacity of the boxes, and additional boxes above and along the inner side of case, for holding matrices for sorts and extra characters.

Universal Matrix Cabinet

eleven convenient boxes for the accommodation of advertising figures, superior figures, or extra matrices intended for use with a particular font.

Universal cabinet cases for holding $\frac{3}{4}$ -inch matrices have the regular wooden partitions, each box holding approximately 70% more matrices than those of the standard $\frac{3}{4}$ -inch case. Above the letter boxes, these cases have additional boxes for advertising figures and superior figures. There also are three rows of additional boxes along the inner side of the case which can be used advantageously for sorts and accents and other extra characters.

Italic filler blocks, used to prevent italic-body matrices from sliding over and binding on the sides of the boxes, are inserted to convert universal cabinet cases into italic cases. They may be used with either the $1\frac{1}{4}$ -inch or $\frac{3}{4}$ -inch cases. These filler blocks are easily slipped into position, and held by a projection on the block which fits into a slot in the horizontal partition, as illustrated on the back page of this folder. Italic filler blocks may easily be removed, if it is desired to use the case again for roman matrices.

A feature of special advantage is the roller-

bearing slide for each case. This may be seen extending along top and bottom edges of the cases illustrated, and is pictured in detail on the back page of this folder. This slide assures easy in-and-out action regardless of the weight of the contents. Cases full of heavy matrices are easily opened and closed.

The enlarged cases, equipped with a new combination label holder and handle, are strongly constructed with case bottoms of $\frac{3}{4}$ -inch thick plywood, faced top and bottom with birch.

Unit space trays, illustrated in detail below and shown on the front cover in use on the commodious working top of the universal cabinet,

Removable unit space trays



will accommodate a complete assortment of all spaces, quad blocks, and division quads for $\frac{3}{8}$ -inch and $1\frac{1}{4}$ -inch matrices. The elimination of the space drawer from the universal cabinet reduces floor space requirement.

The stick rack, shown in detail on the second page of this folder and pictured on the front of the universal cabinet, holding ten Ludlow matrix sticks, is located on the side of the universal cabinet for the convenience of the operator.

The sliding copyholder and the overhead lighting fixture also contribute to the operator's comfort and to production efficiency.

A large tool drawer, with separate compartments for special Ludlow molds and accessories, is in the same location in the universal cabinet as it has always occupied in the standard Ludlow matrix cabinet.

Specifications. Base of Ludlow Universal Matrix Cabinet, 27 x 30 inches. With case open, cabinet and case measure 27 x 58 inches. Inside dimensions of the universal cabinet matrix case, 24 x 36 inches. Weight 610 lbs. unpacked; packed for shipment in the United States and Canada, 690 lbs.

Standard Equipment. Consists of Universal Matrix Cabinet, complete with 20 cases, with improved case handles and mica label fronts.

Extra Equipment. Stick rack, Sliding Copyholder, Unit Space Trays, Light Fixture, and Italic Filler Blocks are extra equipment.



Combination case-handle and label holder



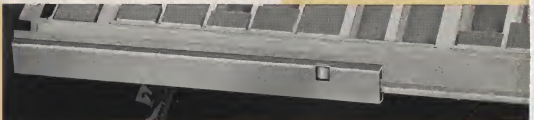
Italic filler blocks and method of inserting



Large tool-drawer for molds and accessories



Vertical channel used for price figure matrices



Roller-bearing slide at bottom edge of case. Another slide is at top of case

Ludlow Typograph Company

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